IN THE CLAIMS:

Claim 1. (*Canceled*)

Claim 2. (*Canceled*)

1   Claim 3. (*New*) An electronic classified advertising system comprising:

2   a computer useable medium; and

3   a computer device having a processor;

4   wherein said computer useable medium carries thereon classifieds advertising software,

5   which, when executed by the processor, causes the processor to carry out steps comprising:

6   providing a multi-tier hierarchical structure with a top level sections menu and lower tier

7   section menus;

8   providing each section menu with a SEARCH ADS link;

9   providing each section menu with a PLACE ADS link;

10   providing each section menu with an EDIT ADS link;

11   providing each section menu with a MY PROFILE link;

12   providing each section menu with a MY CHECKLIST link;

13   providing each section menu with an AUTO NOTIFY link;

14   providing each section menu with a HELP link;

15   providing each section menu with a BROWSE ADS link;

16   providing each section menu with an ADVANCED SEARCH link;

17   providing each section menu with a POWER SEARCH link;

18   publishing a classified advertisement;

19   searching for classified ads by category and subcategory;

20   posting new classified ads by end users;

21   modifying, renewing, and deleting classified ads by end users;

22   creating, modifying, and deleting a personal search agent to automatically send new

23   classified ads by email that match predefined criteria;

24   establishing advertisement response criteria; and

25   privately and securely responding to electronic classified advertising.

1   Claim 4. (*New*) The system according to claim 3, wherein the step of providing each

2   section menu with a SEARCH ADS link, when executed by the processor of the system, further

3   causes the processor to carry out steps comprising:

4   searching for classified ads in the system by section (category) and subcategory.

1   Claim 5. (*New*) The system according to claim 3, wherein the step of providing each

2   section menu with a PLACE ADS link, when executed by the processor of the system, further causes

3   the processor to carry out steps comprising:

4   posting new classified ads to the system.

Claim 6. (*New*) The system according to claim 3, wherein the step of providing each section menu with a EDIT ADS link, when executed by the processor of the system, further causes the processor to carry out steps comprising:

modifying, renewing, deleting, or adding or modifying multimedia files to classified ads on the system.

Claim 7. (*New*) The system according to claim 3, wherein the step of providing each section menu with a MY PROFILE link, when executed by the processor of the system, further causes the processor to carry out steps comprising:

registering for an account or updating registration information for an account on the system.

Claim 8. (*New*) The system according to claim 3, wherein the step of providing each section menu with a MY CHECKLIST link, when executed by the processor of the system, further causes the processor to carry out steps comprising:

displaying all classified ads that have been marked for future recall and viewing by the system.

Claim 9. (*New*) The system according to claim 3, wherein the step of providing each section menu with an AUTO NOTIFY link, when executed by the processor of the system, further causes the processor to carry out steps comprising:

creating, modifying, or deleting a personal search agent that automatically sends new classified ads on the system by email that match pre-defined criteria.

Claim 10. (*New*) The system according to claim 3, wherein the step of providing each section menu with a BROWSE ADS link, when executed by the processor of the system, further causes the processor to carry out steps comprising:

presenting a list of all classified ads on the system.

Claim 11. (*New*) The system according to claim 3, wherein the step of providing each section menu with an ADVANCED SEARCH link, when executed by the processor of the system, further causes the processor to carry out steps comprising:

searching for classified ads using keyword searching, Boolean options searching, case-sensitive searching, date-ranging searching, or searching with imagery.

1   Claim 12. (*New*) The system according to claim 3, wherein the step of providing each

2   section menu with a POWER SEARCH link, when executed by the processor of the system, further

3   causes the processor to carry out steps comprising:

4   searching for classified ads in the system based on specific criteria and within ranges.

1   Claim 13. (*New*) An electronic classified advertising method comprising:

2   providing a multi-tier hierarchical structure with a top level sections menu and lower tier

3   section menus;

4   providing each section menu with a SEARCH ADS link;

5   providing each section menu with a PLACE ADS link;

6   providing each section menu with an EDIT ADS link;

7   providing each section menu with a MY PROFILE link;

8   providing each section menu with a MY CHECKLIST link;

9   providing each section menu with an AUTO NOTIFY link;

10   providing each section menu with a HELP link;

11   providing each section menu with a BROWSE ADS link;

12   providing each section menu with an ADVANCED SEARCH link;

13   providing each section menu with a POWER SEARCH link;

14   publishing a classified advertisement;

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15   searching for classified ads by category and subcategory;

16   posting new classified ads by end users;

17   modifying, renewing, and deleting classified ads by end users;

18   creating, modifying, and deleting a personal search agent to automatically send new

19   classified ads by email that match predefined criteria;

20   establishing advertisement response criteria; and

21   privately and securely responding to electronic classified advertising.

1   Claim 14. (*New*) The method according to claim 13, wherein the step of providing each

2   section menu with a SEARCH ADS link further carries out steps comprising:

3   searching for classified ads in the system by section (category) and subcategory.

1   Claim 15. (*New*) The method according to claim 13, wherein the step of providing each

2   section menu with a PLACE ADS link further carries out steps comprising:

3   posting new classified ads to the system.

1   Claim 16. (*New*) The method according to claim 13, wherein the step of providing each

2   section menu with a EDIT ADS link further carries out steps comprising:

3   modifying, renewing, deleting, or adding or modifying multimedia files to classified ads

4   on the system.

1   Claim 17. (*New*) The method according to claim 13, wherein the step of providing each

2   section menu with a MY PROFILE link further carries out steps comprising:

3   registering for an account or updating registration information for an account on the

4   system.

1   Claim 18. (*New*) The method according to claim 13, wherein the step of providing each

2   section menu with a MY CHECKLIST link further carries out steps comprising:

3   displaying all classified ads that have been marked for future recall and viewing by the

4   system.

1   Claim 19. (*New*) The method according to claim 13, wherein the step of providing each

2   section menu with an AUTO NOTIFY link further carries out steps comprising:

3   creating, modifying, or deleting a personal search agent that automatically sends new

4   classified ads on the system by email that match pre-defined criteria.

1   Claim 20. (*New*) The method according to claim 13, wherein the step of providing each

2   section menu with a BROWSE ADS link further carries out steps comprising:

3   presenting a list of all classified ads on the system.

Claim 21. (*New*) The method according to claim 13, wherein the step of providing each section menu with an ADVANCED SEARCH link further carries out steps comprising:

searching for classified ads using keyword searching, Boolean options searching, case-sensitive searching, date-ranging searching, or searching with imagery.

Claim 22. (*New*) The method according to claim 13, wherein the step of providing each section menu with a POWER SEARCH link further carries out steps comprising:

searching for classified ads in the system based on specific criteria and within ranges.